
transferring one particular ink of the multicolor ink film, and thereafter always forming primary transfer images of plural colors on the intermediate transfer sheet in a superimposed relation with the transferred positioning mark as a reference.

5. (original) The compact disc processing system of claim 4 wherein the controller further executes control to transport the intermediate transfer sheet backward after forming the positioning mark;

transports the intermediate transfer sheet forward again for proper alignment of the positioning mark; and

forms a primary transfer image using multiple colors with the positioning mark as a reference, thereby obtaining a full-color primary transfer image.

6. (previously amended) A compact disc processing system comprising
a data recorder to record content to a compact disc;
a transporter to transport the compact disc; and

a re-transfer printer to print an image to an internal intermediate transfer sheet and transfer the image from the transfer sheet to the compact disc;

wherein the printer comprises:

tension rollers positioned so as to face a transporting path of the intermediate transfer sheet;

tension roller supporting frames rotatably supporting the tension rollers and pressing the tension rollers toward the intermediate transfer sheet;

tension roller position sensor to detect a position of the tension rollers; and

a control unit to control the actions of at least an intermediate transfer sheet transporting motor for transporting the intermediate transfer sheet.

7. (canceled)

8. (canceled)

9. (canceled)

10. (canceled)

11. (previously amended) A compact disc processing system comprising:

a data recorder to record content to a compact disc;

a transporter to transport the compact disc; and

a re-transfer printer to print an image to an internal intermediate transfer sheet and transfer the image from the transfer sheet to the compact disc;

wherein the printer comprises:

a line thermal head for transferring inks from a multi-color ink sheet to the intermediate transfer sheet; and

a re-transfer mechanism including a heating roller, a heating roller actuator mechanism to actuate the heating roller towards and away from the intermediate transfer sheet;

wherein the printer further comprises a re-transfer mark detector to detect an alignment mark formed on the intermediate transfer sheet;

wherein the printer further comprises a controller to control the heating roller actuator mechanism, such that the heating roller actuator mechanism can be selectively set at least to one of a weak contact state in which the heating roller contacts with the intermediate transfer sheet with a small contact pressure and a strong contact state in which the heating roller contacts with the intermediate transfer sheet with a large contact pressure; and

wherein the controller controls the timing of operation of the heating roller actuator mechanism in such a manner that the heating roller is set to the weak contact state at a moment prior to the detection of the alignment mark by the re-transfer mark detector and is set to the strong contact state at a timing determined by using as the time reference the moment at which the re-transfer mark is detected.

12. (canceled)

13. (canceled)

14. (canceled)

15. (previously amended) A content on demand processing system comprising:

a processor;

a data recorder to record content to a compact disc, wherein the content is provided by the processor;

a transporter to transport the compact disc; and

a re-transfer printer to print an image to an internal intermediate transfer sheet and transfer the image from the transfer sheet to the compact disc, wherein image data is provided by the processor;

wherein the re-transfer printer comprises:

a controller to transfer each ink of a multicolor ink film onto an intermediate transfer sheet by a line thermal head to form a primary transfer image, and to retransfer the primary transfer image onto a CD, wherein the controller further executes control to first form a positioning mark in an unused area of the intermediate transfer sheet by transferring one particular ink of the multicolor ink film, and thereafter always forming primary transfer images of plural colors on the intermediate transfer sheet in a superimposed relation with the transferred positioning mark as a reference.

16. (original) The content on demand processing system of claim 15 wherein the controller further executes control to transport the intermediate transfer sheet backward after forming the positioning mark;

transports the intermediate transfer sheet forward again for proper alignment of the positioning mark; and

forms a primary transfer image using multiple colors with the positioning mark as a reference, thereby obtaining a full-color primary transfer image.

17. (previously amended) A content on demand processing system comprising:

a processor;

a data recorder to record content to a compact disc, wherein the content is provided by the processor;

a transporter to transport the compact disc; and

a re-transfer printer to print an image to an internal intermediate transfer sheet and transfer the image from the transfer sheet to the compact disc, wherein image data is provided by the processor;

wherein the printer comprises:

tension rollers positioned so as to face a transporting path of the intermediate transfer sheet;

tension roller supporting frames rotatably supporting the tension rollers and pressing the tension rollers toward the intermediate transfer sheet;

tension roller position sensor to detect a position of the tension rollers; and

a control unit to control the actions of at least an intermediate transfer sheet transporting motor for transporting the intermediate transfer sheet.

18. (canceled)

19. (canceled)

20. (canceled)

21. (canceled)

22. (previously amended) A content on demand processing system comprising:

a processor;

a data recorder to record content to a compact disc, wherein the content is provided by the processor;

a transporter to transport the compact disc; and

a re-transfer printer to print an image to an internal intermediate transfer sheet and transfer the image from the transfer sheet to the compact disc, wherein image data is

provided by the processor;

wherein the printer comprises:

a line thermal head for transferring inks from a multi-color ink sheet to the intermediate transfer sheet; and

a re-transfer mechanism including a heating roller, a heating roller actuator mechanism to actuate the heating roller towards and away from the intermediate transfer sheet;

wherein the printer further comprises a re-transfer mark detector to detect an alignment mark formed on the intermediate transfer sheet;

wherein the printer further comprises a controller to control the heating roller actuator mechanism, such that the heating roller actuator mechanism can be selectively set at least to one of a weak contact state in which the heating roller contacts with the intermediate transfer sheet with a small contact pressure and a strong contact state in which the heating roller contacts with the intermediate transfer sheet with a large contact pressure; and

wherein the controller controls the timing of operation of the heating roller actuator mechanism in such a manner that the heating roller is set to the weak contact state at a moment prior to the detection of the alignment mark by the re-transfer mark detector and is set to the strong contact state at a timing determined by using as the time reference the moment at which the re-transfer mark is detected.

23. (canceled)

24. (previously amended) A method of operating a compact disc (CD) transporter comprising:

inserting the CD into a printer;

printing a positioning mark on an intermediate transfer sheet, wherein the intermediate transfer sheet serves as a position reference;

forming a primary transfer image of plural colors on the intermediate transfer sheet in a superimposed relation with the transferred positioning mark as a reference;

retransferring the primary transfer image onto the inserted CD;

transporting the intermediate transfer sheet backward after forming the

positioning mark, and transporting the intermediate transfer sheet forward in alignment with the positioning mark; and

forming a primary transfer image in multiple colors using colors formed on a multicolor ink film with the positioning mark as a reference.

25. (original) The method of claim 24 further comprising idly transporting the intermediate transfer sheet over a predetermined distance with the positioning mark as a reference, after proper alignment of the positioning mark.

26. (canceled)

27. (canceled)

28. (canceled)

29. (canceled)

30. (canceled)

31. (canceled)

32. (canceled)